

AREA SURVEY AND EVALUATION

UPTOWN ARTS DISTRICT MEDIA/LIGHT ARTS CORRIDOR

*Telegraph Avenue, from Broadway & 16th to 20th Street
Oakland, CA*

For Cultural Arts & Marketing Division – Steven Huss, Cultural Arts Program Coordinator

05 Mar 07

Prepare by:

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Uptown District – Oakland, CA

Location	FEATURE	PERMANENT	TEMPORARY
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Broadway to 17th Street

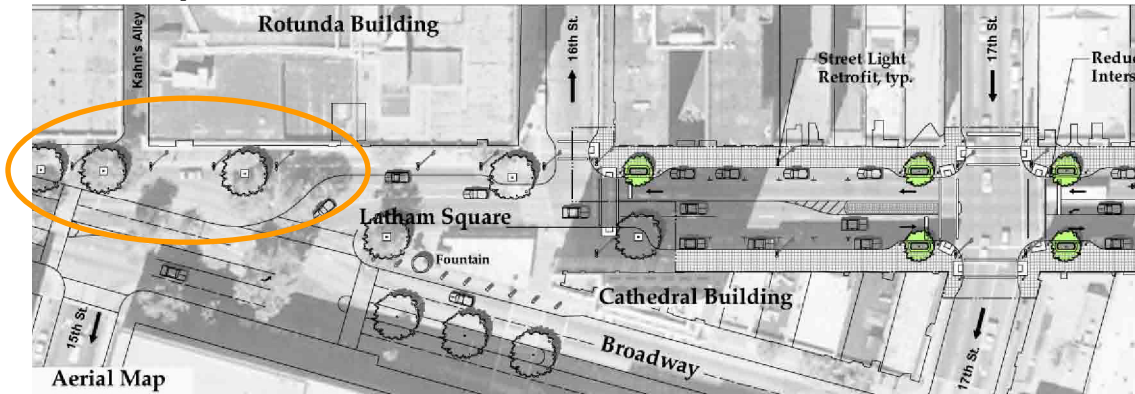


Figure 1 – Design Plan for Telegraph/ Broadway to 17th Streets, with New Latham Square indicated

1) Latham Square New plaza

X

A large, roughly triangular piece of new concrete paving is being installed to achieve the realignment of Telegraph into Broadway. This is the broadest and most visible opportunity for a permanent piece, occurring at one of the most known intersections in Oakland, is also the end of Kahn's Alley, the connection to Ogawa Plaza, and in the shadow of the historic Cathedral Building, currently being renovated.



Views of area to be New Latham Square (circle indicates street area to be converted into plaza)

Figure 2 – Telegraph merging into B'way



Figure 3 – Toward B'way, from Kahn's Alley

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2) <i>Latham Square</i>	Existing Fountain area	X	X
At the foot of the Cathedral Building, across Telegraph from the area for the new plaza and in the gore point of the block, is the existing Latham Square and its classic fountain. This area is also planned for pavement upgrade and might be considered as part of the art installation for the new plaza.			
3) <i>Kahn's Alley / 150 Ogawa Plaza Building</i>	West entry corner atrium	X	X
Adjacent to Ogawa Plaza and the Oakland Art Gallery, this highly visible exterior rotunda is the entrance to 150 Ogawa Plaza, the City of Oakland's Lionel Wilson Building. The interior could be retrofitted with brackets, and power extended, to projectors for rotating light art exhibitions.			



Figure 4 – View from Ogawa Plaza



Figure 5 – View inside Rotunda

- | | | |
|---|-----------------------------|----------|
| 4) <i>Kahn's Alley</i> | Rotunda Bldg / Glass Canopy | X |
| Midway down Kahn's Alley is this broad glass canopy, covering side entrances into the Rotunda Building. This could be used to reflect/receive light projections, with the agreement of building owners. | | |



Figure 6 – Glass Canopy into rotunda Building

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5) *Kahn's Alley at Broadway /New Latham Square*

East entry corner atrium

X

X

Adjacent to the new Latham Plaza and Broadway, this exterior atrium is similar in potential to the western atrium (see 2. above)



Figure 7 – view from Latham Square



Figure 8 – interior view

6) *Kahn's Alley* Rotunda Bldg / Walls

X

X

The broad 5-story walls of the of the Rotunda Building, defining the north side of Kahn's Alley, are, in large part windowless and could easily carry light projections and/or screens. The projections are the least invasive and can easily be controlled by the Lionel Wilson Building/150 Ogawa Plaza, a City of Oakland building, immediately across the alley.



Figure 9

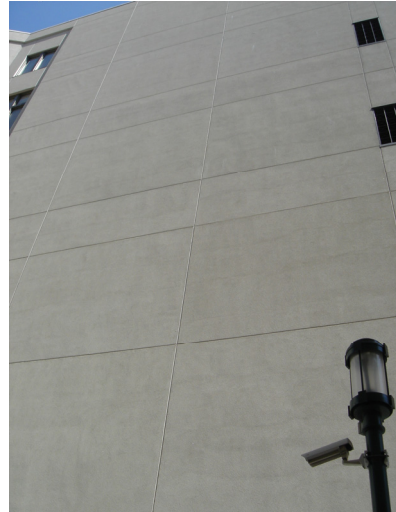


Figure 10

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7) Rotunda Building / Lower Unit Stair Access

Large Storefront Windows

X

At the Ogawa Plaza side of Kahn's Alley, directly opposite the Oakland Art Gallery, there are a set of broad storefront windows that serve a stair to lower units in the Rotunda Building. These might be used to host temporary flatscreens or projectors.



Figure 11 – Storefront at down stairwell, from Kahn's Alley

8) Mens' Wearhouse & City Dental Clinic

Large Storefront Windows

X

Along west side of Telegraph, just north of Kahn's Alley and the new Latham Plaza, in the base of the Rotunda Building are two tenants with very large expanse of storefront glass. Though the Men's Wearhouse is using their to display their current fashions, it is quite expansive. The glass at City Dental is frosted at immediate ground level. However the glass is clear from 8 feet above the sidewalk and with the interior obscured by roller shades. Both might be approached to host flatscreens in part of the store frontage.



Figure 12 – Men's Wearhouse storefront



Figure 13 – City Centre Dental storefronts

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<i>Location</i>	FEATURE	PERMANENT	TEMPORARY
9) <i>Cathedral Building</i>	Blank windows during renovation		X
This broad array of windows might be used for temporary art light display. This location is desirable as the Cathedral Building is a highly visible and notable structure, and is currently undergoing a full renovation into lofts.			



Figure 14 – view from 17th Street and Telegraph

10) Cathedral Building Blank wall – north side **X** **X**

The north side of the Cathedral Building has a broad 4-story face that could receive projection from a pole-mounted fixture, over the roofs of adjacent lower properties.



Figure 15 – view from 17th Street and Telegraph

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11) 1624 & 1634 Telegraph

Empty Storefronts

X

Immediately north of the Cathedral Building, there are series of older buildings. These property owners might be approached about hosting temporary installations in their upper two stories.



Figure 16 – Low use windows at 2nd and 3rd Floors

12) 1629 Telegraph

Blank wall – north side

X

X

this face could also receive projections across the lower adjacent roof tops. Along with the other broad face across Telegraph at the Cathedral Building (see 8. above), these two faces could mirror projections occurring at the north end of the corridor, on the Sears Building (see 23. below)
(image missing)

Figure 17

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13) Intersection @ 17th & Telegraph

Pedestrian “Bulb-outs”

X

The sidewalks at each intersection along Telegraph will be enlarged with pedestrian “bulb-outs” (as indicated in fig.18). These create somewhat of a mini-plaza at each corner and opportunities for sidewalk projection or a media kiosk.

In addition, here at 17th and Telegraph, are several blank walls, such as figure 19 below, that could carry a images from a series pole-mounted projection units, arranged on the corners

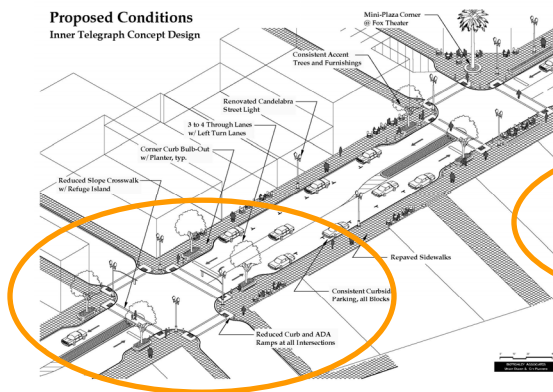


Figure 18-Typical Bulb-out at X-tion



Figure 19-Possible Wall for Projection

14) Mid-block Businesses

Storefronts Project

X

With a string of viable smaller storefronts along the length of Telegraph Ave., the individual owners could be approached to host in their windows, temporary displays, either projection or flatscreen depending on the site-specific context.



Figure 20 – Typical smaller, active storefronts, here at 1700 block of Telegraph



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15) BART Entrance / 19th St. Station and Broadway pass-thru

Blank Walls

X

On the Broadway-side of Telegraph, where 18th St had previously occurred, BART has built one of their entrances to 19th Street Station (see highlight in fig. 24). These broad walls have evidence of much graffiti paint-out but could easily accommodate projectors for a permanent installation site.



Blank Walls of BART Entrance and Pass-thru to Broadway
Figure 21-View from Telegraph

Figure 22-View thru to Broadway

17th Street to 19th Street

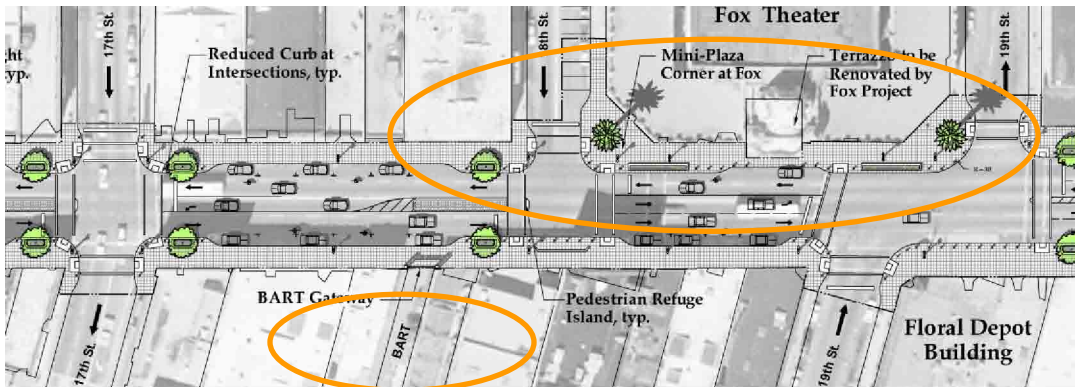


Figure 23 – Design Plan for Telegraph/ 17th to 19th Streets, with BART and Fox sites highlighted

16) Intersection @ 18th & Telegraph

Pedestrian “Bulb-outs”

X

These bulbouts are the same as at 17th St (see item 13 above).

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17) Fox Theater	Corner “plazas” @ 18th & 19th	X	
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As highlighted in fig. 23 above, several areas around the Fox Theater are great opportunities for this project. First, the Fox itself is being renovated and part of the adjoining building will house the Oakland charter school for the Arts. Spatially, the area also is unique along Telegraph. The building corners of the Fox are not square and are cut-back. In addition to the standard sidewalk corners are being enlarged with bulb-outs, these two corners will become very distinctive along Telegraph as being more open in feeling. These two corner plazas could be excellent areas to repeat whatever is occurring at the New Latham Square, two blocks away.



The two building corners of the Fox Theater, with the building cut-back evident
Figure 24-West corner on 18th St.



Figure 25-East corner on 19th St.

18) Fox Theater	Marquee Ceiling	X	
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This distinctive marquee could possible house projection units that would be aimed at the sidewalk beneath it.



Figure 26 – Marquee at Fox

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19) Fox Theater	Blank wall – north side	X	X
Opposite the new Park on the Sear parking lot site, there is a broad wall of the Fox theater that might carry projections, similar to the Cathedral or Sears Buildings			
20) Telegraph opposite 19 th Street	Recess Entry at Sweets		X
This building has distinctive entry area and is undergoing renovation by the same owner as the Cathedral Building. They might be approached regarding some temporary installation			



Figure 27

19th Street to 20th Street

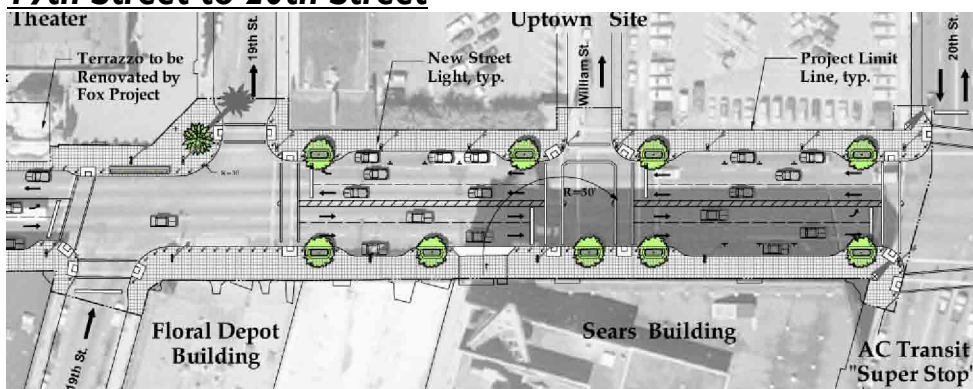


Figure 28 – Design Plan for Telegraph/ 19th to 20th Streets, with BART and Fox sites highlighted

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21) *Floral Depot Building*

Window Display

X

With a recent notice that the corner of this very memorable historic Deco building has been leased to well-known upscale Mexican food restaurateur, Tacubaya, they might be sympathetic enough to sponsor and allow a display in one of their windows.

22) *Uptown Bar & Tech Charter School*

Window Display

X

This relatively new establishment has three large display windows. And being a performance venue, the mission of this project is very similar to theirs.



Figure 29 – Uptown Bar, in Floral Bldg.



Figure 30 – Tech Charter School in old Newberry's

23) *Sears-Building*

Large South face

X

This is very large wall that could handle projections that could be delivered from a sidewalk-side, pole--mounted position, projecting across the roof of the Floral Depot Building.



Figure 31 – Sears Wall / View across Floral Depot Bldg



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This is a desirable position as it is a large visible surface at the north end of the corridor.



Figure 32 – View toward Sears Wall, from 18th Street

24) AC Transit “Superstop “

X

Around the corner at Sears, on 20th Street, AC Transit is aggregating transit into a “Superstop.” This might be further investigated to identify whether there is an opportunity to stage an installation along with their signage and shelters.